

Message Text

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ACTION NEA-10

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AMCONSUL CALCUTTA
AMCONSUL MADRAS

UNCLAS NEW DELHI 1022

E.O. 11652: N/A
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SUBJECT: FIRST QUARTER REPORT ON COUNTRY COMMERCIAL PROGRAM FY 78 -
INDIA

1. CAMPAIGN DEVELOPMENT (SECTION III): OBJECTIVES SET FORTH
FOR THE FIRST QUARTER FOR VARIOUS CAMPAIGNS WERE SUBSTANTIALLY
FULFILLED. THE EXCEPTION WAS THE ELECTRONIC AND
COMMUNICATIONS EQUIPMENT TRADE MISSION, WHICH WAS CANCELLED BECAUSE
OF LACK OF INTEREST AMONG AMERICAN COMPANIES. FOR THE CATALOG
SHOW TO PROMOTE PRINTING AND GRAPHIC ARTS EQUIPMENT IN
APRIL 1978, WE HAVE RECEIVED EXCELLENT ADVANCE SUPPORT
FROM USIS IN OBTAINING 15 FILMS AND VTR'S FOR THIS EVENT.
USIS HAS ALREADY CLEARED THESE FILMS AND VTRS WITH THE
GOI CENSOR BOARD; THUS THESE PROMOTIONAL MATERIALS ARE
NOW IN PLACE FOR THE SHOW.

DURING THE QUARTER TWO KEY TRADE SHOWS IN THE U.S.
WERE PROMOTED: INTELCOM '77 IN ATLANTA AND THE 36TH EXPOSITION OF
CHEMICAL INDUSTRIES IN CHICAGO. CONGEN, BOMBAY REPORTS THAT THE CHEMICAL

SHOW WAS WELL ATTENDED BY INDIAN BUSINESSMEN. AT LEAST
FOUR FIRMS IN THE BOMBAY AREA SENT REPRESENTATIVES TO
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THE SHOW, AND SEVERAL OTHERS MADE CONTACTS WITH AMERICAN
PARTICIPANTS THROUGH CORRESPONDENCE. RECIPROCATING THE
ASSISTANCE RECEIVED FROM LOCAL INDUSTRY ASSOCIATIONS
IN PROMOTING THE CHEMICAL SHOW, CONGEN OMBAY PUBLICIZED
THE INDIAN CHEM PLUS TECH 77 SHOW (SCHEDULED IN BOMBAY
THIS MONTH) THROUGH USDOC AND THE SPONSORS REPORT THAT
U.S. REGISTRATIONS FOR THE SHOW AND SEMINARS ARE

ENCOURAGING.

2. MAJOR PROJECTS (SECTION IV): PROMOTION EFFORTS WERE FOCUSED PRIMARILY ON THE AREAS OF POWER GENERATION, CHEMICALS AND FERTILIZERS, PUBLIC UTILITIES, MINING EQUIPMENT, AND STEEL PLANTS. MISSION LENT CONTINUING SUPPORT TO WESTINGHOUSE IN ITS EFFORTS TO WIN CONTRACTS FOR THE SUPPLY OF GAS TURBINES TO THE STATES OF ASSAM, MAHARASHTRA, AND KARNATAKA. MISSION ALSO GATHERED INFO ON TATA POWER EXPANSION, PLANNED POWER PROJECTS IN MADHYA PRADESH AND UTTAR PRADESH, AND PLANS OF CENTRAL ELECTRICITY AUTHORITY FOR MEETING CRITICAL POWER NEEDS OF INDIA.

CONGEN BOMBAY HAS BEEN FOLLOWING THE PROPOSED DEVELOPMENT OF FERTILIZER PLANTS NEAR BOMBAY (TO USE BOMBAY HIGH GAS), IFFCO FERTILIZER PROJECTS (ALSO INVESTIGATED BY EMBASSY AT IFFCO HEADQUARTERS IN NEW DELHI), AND BOMBAY'S MUNICIPAL CORPORATION'S SEWAGE PROJECT. CONGEN CALCUTTA INVESTIGATED AND REPORTED INTEREST OF BOKARO STEEL LTD. IN BUYING A BURROUGHS 6811 COMPUTER SYSTEM COSTING ABOUT US DOLS1.5 MILLION. CALCUTTA EXTENDED ASSISTANCE TO INDIAN ENTREPRENEUR WHICH RESULTED IN LOCATING INTERESTED U.S. COLLABORATORS FOR LOCAL MANUFACTURE OF PRE-RECORDED CASSETTES AND MAGNETIC TAPES.

3. INVESTMENT PROTECTION AND FACILITATION (ACTIVITY UNCLASSIFIED

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NUMBER 3): MISSION REPORTED ON THE PROGRESS OF THE APPLICATION OF THE FOREIGN EXCHANGE REGULATIONS ACT (FERA) TO COMPANIES WITH U.S. EQUITY PARTICIPTION, ESPECIALLY THE CASES OF COCA COLA AND IBM WHICH RECEIVED EXTENSIVE PRESS COVERAGE IN BOTH THE U.S. AND INDIA. WE ALSO FOLLOWED CLOSELY AND REPORTED IN DEPTH ON THE DEVELOPMENTS IN THE FORMULATION OF THE GOI DRUG POLICY, WHICH AFTER SEVERAL POSTPONEMENTS IS STILL TO BE ANNOUNCED.

4. OTHER ACTIVITIES: EMBASSY AND CONGEN OFFICERS TRAVELLED TO THE STATES OF MADHYA PRADESH, RAJASTHAN, PUNJAB, HARYANA, AND UTTAR PRADESH AND REPORTED INVESTMENT AND TRADE OPPORTUNITIES RESULTING FROM THESE TRIPS.
GOHEEN

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